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Attn: Patent Docketing			LEVIN, ADAM L	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/624,325	Applicant(s) DESAI, WEALTHY
	Examiner ADAM LEVINE	Art Unit 3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 10 November 2008.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,2,4,6-16,19-30,32,34-44,47-58,60,62-72 and 75-85 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1,2,4,6-16,19-30,32,34-44,47-58,60,62-72 and 75-85 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No./Mail Date _____

4) Interview Summary (PTO-413)
Paper No./Mail Date _____

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on November 10, 2008, has been entered.

Applicant's amendments and remarks filed November 10, 2008, are responsive to the office action mailed July 9, 2008. In this response, applicant has amended claims 16, 24, 44, 52, 57, 72, and 80. Claims 1-2, 4, 6-16, 19-30, 32, 34-44, 47-58, 60, 62-72, and 75-85 are pending and examined in this office action.

Response to Amendment

Pertaining to rejection under 35 USC 112, first paragraph, in the previous office action

Claims 16, 24-28, 44, 52-56, 72, and 80-84 were rejected under 35 U.S.C. 112, first paragraph, as based on a disclosure which is not enabling. The claim(s) contained subject matter not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention without undue experimentation. They were also rejected for failure to comply with the written description requirement because they contained subject matter

that was not described in the specification. These claims have been amended to overcome the basis for this rejection and it is therefore withdrawn.

Response to Arguments

Applicant's arguments filed November 10, 2008, have been fully considered but they are not persuasive.

Pertaining to rejection of claims under 35 USC 103 in the previous office action

In response to applicant's argument that "the ordinarily skilled artisan in view of Lambert would expect that the only ordering options for listing enhancements in Lambert would require interfacing with a sales representative." It is noted with regard to this application and this argument that if such an expectation is present within the art then it would also apply to the present application. If such an implication is automatic, as argued by the applicant, then there is nothing indicating that the present invention does not do the same. Recitation of the intended use of the claimed invention must result in a structural difference between the claimed invention and the prior art in order to patentably distinguish the claimed invention from the prior art. If the prior art structure is capable of performing the intended use, then it meets the claim.

Applicant argues that the recitations are actual steps, not recitations of intended use. In addressing the prior art however, applicant argues that the disclosure of the same steps would be understood by a person of ordinary skill to imply that a human contact is necessary. Applicant then argues that in the present application they should not be so interpreted. Thus the argument asserts that applicant's intention should be the determinative factor rather than a straight comparison of the claims with the prior

art. Whether it is called intended use or not, the claims must stand on their own as distinguishable from the prior art when given their broadest reasonable interpretation. There is no room for conveniently implying different intentions. The claims must be clearly distinguishable on their face. Applicant, referring to the expectation of human participation in the method, argues that the present claims "explicitly recite steps or elements contrary to said expectations." Examiner does not agree. If the applicant's argued intent were explicit from the claims there would be no need to base the arguments on intent.

Examiner here notes that, even were applicant's argument accepted and one were considered manual while the other automatic, it has been held that providing an automatic means to replace manual activity which has accomplished the same result involves only routine skill in the art. *In re Venner*, 120 USPQ 192.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. **Claims 1-2,4,6-15,19-23,29-30,32,34-43,47-51,57-58,60,62-71, 75-79 and 85 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lambert (Paper #20061105; US Patent No.6,374,241) in view of Superpages (a collection of prior art cited in Paper # 050715, PTO-892, Items U1-X7; See MPEP §2131.01).**

Lambert teaches a providing a business directory, soliciting orders for listings in a business directory, providing a website accessible by customers, displaying listing options and enhancements available to customers for enhancing their business listings, and displaying price quotes for customized business listings. For example, Lambert discloses a method for providing a Web site accessible by a customer and receiving an order request from the customer via the Web site to place an order for the particular, unique, individualized, customized business listing in a business directory including the first and second optional listing enhancements requested by the customer (see at least figs.10-22. Lambert further discloses:

- displaying at the Web site a list of multiple individually selectable available optional listing enhancements: (see at least abstract, figs.16-22,36, column 10 lines 45-53, column 54 lines 33-53);
- soliciting at the website a selection by the customer: of one or more of the optional listing enhancements (see at least figs.16-22, column 10 lines 45-53, column 54 lines 33-53).
- receiving at least one request from the customer via the Web site: to include at least one feature in the listing of the business in the business directory, including receiving a first enhancement request from the customer via the Web site to include in the listing of the business in the business directory a first optional listing enhancement from the list of available optional listing enhancements, and including receiving a second enhancement request from the customer via the web site to include in the listing of the business in the business directory a

second optional listing enhancement from the list of available optional listing enhancements, whereby the customer configures a particular, unique, individualized, customized business listing, request from the customer to place the order for the listing of a business in a business directory including the at least one optional listing enhancement requested by the customer (see at least abstract, figs.16-22,36, column 10 lines 45-53, column 54 lines 33-53);

- generating a customized price quote: for the particular, unique, individualized, customized business listing configured by the customer, ordered by the customer, wherein the step of generating the customized price quote includes calculating the customized price quote based on the particular features requested by the customer to be included in the particular, unique, individualized, customized business listing (see at least figs.16-17,19-20,33); displaying the customized price quote for the particular, unique, individualized, customized business listing at the website to the customer (see at least figs.16-22, column 10 lines 45-53, column 54 lines 33-53);
- the business directory is a classified business directory: (see at least figs.3,9-22,43-44);
- displaying to the customer at the Web site a solicitation to enhance the listing: with at least one optional listing enhancement, wherein the at least one optional listing enhancement can be purchased with an associated fee (see at least figs.16-22); receiving listing information from the customer at the Web site,

wherein the listing information includes basic business information (see at least figs.16-22).

- receiving listing information from the customer at the Web site: the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory: basic business information including a business name, a business address, and a business telephone number, business market information including a region or market in which the customer wishes the business listing to appear, business category information including at least one business category under which the customer wishes to list the business in the business directory, also providing for at least two categories under which the customer wishes to list the business in the business directory (see at least figs.9,11-17,19-21,41,44,54-58,68-70); displaying at the Web site a list of available business categories and subcategories and receiving from the customer at the Web site a selection of a business category and subcategory from the list of available business categories and subcategories (see at least figs.9,11-17,19-21,41,44,54-58,68-70).
- receiving listing information from the customer at the Web site: the listing information including at least one of business market information, business category information and optional listing enhancement information relating to the placement and/or appearance of the listing in the business directory: including optional listing enhancement information that includes graphical and/or textual

indicia the customer wishes to appear on the listing in the business directory, the graphical and/or textual indicia including at least one of a customer Web site link, a customer email link, enhanced text, listing highlighting, and a link to a supplemental listing, including a link to an enhanced listing, further including receiving supplemental information from the customer at the Web site that the customer wishes to be displayed when the link to the supplemental listing is accessed by a directory user, and also including receiving enhanced text information from the customer at the Web site that the customer wishes to appear on the listing in the business directory (see at least figs.3,9,15-22,42,44,46,54-55; column 1 lines 8-34, column 10 lines 45-56).

- displaying at the web site a solicitation for billing information from the customer: including instructions directing the customer to enter billing data, receiving billing information from the customer at the Web site (see at least fig.22. Please note: The customer's identifying information, whether it is called contact information or billing information, is descriptive material and is not functionally involved in the recited steps of the method. Because it has no functional role in the method it is non-functional descriptive material. This descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381 , 1385, 217 USPQ 401, 404 (Fed. Cir. 1983). MPEP 2106).
- displaying a statement of terms and conditions to the customer at the Web site: and receiving confirmation of acceptance of the terms and conditions from the customer at the Web site (see at least figs.19-20, column 18 lines 14-29).

- generating an order confirmation and displaying it to the customer: at the Web site (see at least abstract, figs.19-20,22,36; column 10 lines 18-45. Please note: it is an inherent aspect of the "Purchase Ads Online" option and the option to see how the listing appears that the order confirmation would then be displayed to the customer, at least in the form of showing the customer's listing).
- the order serving to provide enhancements to an existing business listing: in the business directory (see at least figs.16-17,19,54-55; column 10 lines 45-51, column 55 line 48-column 56 line 37).
- business directory is an online business directory: (see at least figs.9-22).
- sending the customer an email: including information regarding the order for the listing in the business directory (see at least fig.22; column 16 lines 32-50).

Lambert teaches all the above as noted. Lambert teaches a) providing a business directory, b) soliciting orders for listings in a business directory, c) providing a website accessible by customers, d) displaying listing options and enhancements available to customers for enhancing their business listings, and e) displaying price quotes for customized business listings. Lambert however does not disclose the second optional listing enhancement selectable by the customer independently of the first optional listing enhancement. Superpages teaches a) providing a business directory, b) soliciting orders for listings in a business directory, c) providing a website accessible by customers, d) displaying listing options and enhancements available to customers for enhancing their business listings, and e) displaying price quotes for customized business listings. Superpages further teaches the second optional listing

enhancement selectable by the customer independently of the first optional listing enhancement (see at least items U2,V5,W3,W5, and X3). Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the disclosure of Lambert to explicitly disclose the second optional listing enhancement selectable by the customer independently of the first optional listing enhancement, as disclosed by Superpages, in order to fully realize the greater utility inherent in the disclosure, and thereby allow the invention to achieve greater use in commerce.

Pertaining to system Claims 29-30,32,34-44, and 47-56

Rejection of Claims 29-30,32,34-44, and 47-56 is based on the same rationale as noted above (Please note: the means for accomplishing each step of the method as disclosed in the reference is either disclosed or inherent in each specific section of the reference that discloses the step in the method).

Pertaining to computer program product Claims 57-58,60,62-72, and 75-84

Rejection of Claims 57-58,60,62-72, and 75-84 is based on the same rationale as noted above. In addition, Lambert discloses a computer program product (see at least abstract, column 22 line 66-column 23 line 11, column 68 lines 16-39).

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Wagner, et al.; Paper # 20080627; US Patent No. 7,062,466 B2 (June 13, 2006; prior publication June 13, 2002): Previously cited reference with regard to elements removed by amendment due to rejection under 35 USC 112, first

paragraph. Applicant should note, however, that this reference is also applicable to many other features in the present claims.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ADAM LEVINE whose telephone number is (571)272-8122. The examiner can normally be reached on M-F, 8:30-5:00 Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571.272.6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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December 6, 2008
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